

CrossROADS

TRADE
DEVELOPMENT
ALLIANCE
of
GREATER
SEATTLE

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We Come Bearing Gifts

Trade Alliance Creates New Gift Guide

You would be surprised if during a business trip to China your Chinese business partner's gift to you was a baseball bat made in Louisville. You would, of course, expect something that represents the local culture. One of the most commonly asked questions from people receiving international visitors is: "What should I give them?" After all, giving appropriate gifts to those of a different culture is a challenging task. In many parts of the world, especially in Asia, providing small gifts is a part of the business relationship-building culture.

An ideal gift should be unique, locally made, representative of our culture, and something the visitor will not be able to find back home.

To help find that perfect local gift, the Trade Alliance created the Puget Sound International Gift Giver's Guide. The guide catalogs local vendors, retailers and locations where Washington State-made products can be purchased for international visitors. It also provides cultural tips on choosing the right gift. It's available on the Trade Alliance web site at

To the Largest Partner

TDA Mission to Japan

You've got to go where your customer is, they say. And Japan, for many years now, has been the Greater Seattle region's largest customer. Year in and year out, the companies of our region trade more with Japan than any other country. This is true today even after the extended economic slow period in Japan and the emergence of other markets.

This is why Japan is the destination for the Trade Alliance's 2004 business and trade mission. In 2001, two-way trade with Japan exceeded \$21 billion. Japan is also the biggest buyer of Washington State exports, totaling 3.4 billion in 2001. Aircraft, high tech, forest products and agriculture products are our state's top export commodities to Japan.

Microsoft, Boeing, Starbucks, Weyerhaeuser, and Costco all have significant business interests in Japan. In addition, more than 150 Japanese companies are located in Washington State. Besides the trade and investment flows, Japan is the second-largest source of tourists for our state, as well as an important source of foreign students

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www.seattletradealliance.com

Through our International Study Missions program, our yearly Business and Trade Missions and our steady stream of international visitors, the Trade Alliance has given gifts to people from every corner of the globe. Through years of gift giving, we have found particular gifts that are both unique in nature and representative of the Puget Sound area. We have also seen that recipients of these gifts not only enjoy them, but also are left with a lasting impression of our region.

With years of experience in international travel, the Trade Alliance has conducted extensive research on local products, crafts and gift items. Before each of our missions, the Trade Alliance purchases products from local vendors and retailers to use as gifts for speakers and distinguished guests. To leave a lasting impression on the people we visit, we choose gifts that are symbolic of our region. The products of **Crystal Bouquet** are a great example. This local company handicrafts ornaments of flower encased in pewter and glass, which perfectly symbolize our region and are extremely unique. The flowers used in the ornaments are

The Tacoma Museum of Glass gift shop has a wonderful assortment of glass art, a particular specialty of our region.

grown in Arlington, Washington, just north of Seattle, and the ornaments themselves are hand-made and sold at Seattle's famous **Pike Place Market**. The Trade Alliance has given these gifts on study missions to symbolize the beauty of our region.

In addition to handicrafts, the Trade Alliance has given food products that are Washington specific. From **Starbucks**, **Tully's** or **Seattle's**

Best Coffee to **Seattle Chocolates** and the internationally-renowned Washington apples, Washington's specialty foods and beverages are wonderful gifts to represent our region. In



Trade Alliance staffers display flower ornament from Crystal Bouquet which uses flowers grown in Arlington, Washington.

addition, these gifts can be used to make excellent gift baskets. The Tacoma Museum of Glass gift shop has a wonderful assortment of glass art, a particular specialty of our region.

Our wine, glass art and Native American Art are all known around the world and make very original, locally made gifts. Our international visitors and people we visit overseas always appreciate these symbols of our region.

Our gift guide only lists vendors from the Puget Sound area. We are continually researching categories of gifts that would be appropriate for international gift giving. As such, the gift guide is a constant work in progress.

Along with the gift catalog, we have incorporated a 'gift giving customs' guide for international gift giving that emphasizes the different cultural 'rules' associated with gift giving. Sensitivity to one's religion, culture and customs plays a role in what type of gift to give and how to give it. This document provides many resources in a way we hope people traveling overseas or hosting overseas visitors will find readily accessible and helpful in their

Gifts, continued from page 2

international gift giving. The guide also provides many cultural notes for gift giving, each catered to different international regions and drawn from books and articles focusing on this subject. For example, when giving a gift to someone in China, present the gift with both hands. Or if you are giving a gift in Italy, avoid giving a gift with your

Puget Sound International Gift Givers Guide

Just click on the link on the right-hand side of the Trade Alliance Web Site

www.seattletradealliance.com

company logo on it.

In Greece, do not give a gift at the first meeting or encounter. In Spain, you are expected to open the gift in front of the giver. In Venezuela, do not present a gift during business hours--the best time to present a gift is during a long lunch. In Egypt, receive the gift with the right hand, not with the left. Using both hands are acceptable. If invited to a home in Egypt, bringing a gift of baked goods or chocolates is very appropriate.

It sounds complicated but don't worry--the Cultural Notes on Gift Giving section of the Gift Giver's Guide will lead you through the process

Through experience and much gift giving, the Trade Alliance has enjoyed the benefits of some of the local establishments that provide products made in Washington. We believe the Puget Sound International Gift Giver's Guide will be useful to you and your colleagues. The gift guide, complete with all vendor and gift information, is available on the Trade Alliance website:

www.seattletradealliance.com. Happy gift giving!

New Board Members

With the new year, the Trade Alliance is pleased to welcome a variety of new Board members from a variety of the Trade Alliance partner organizations. Below is a full list of the Trade Alliance Board with new Board Members in *italics*:

2004 Board Roster

Chair: Nancy Anderson, Deputy General Counsel, Microsoft Corporation
Vice Chair: Diane Aboulafia-D'Jaen, Sr. Vice President, Waggener Edstrom, Inc.
Treasurer: Paige Miller, Commissioner, Port of Seattle
Secretary: Dave Gossett, Councilmember, Snohomish County Council
Past Chair: David Tang, Partner, Preston Gates & Ellis, L.L.P.

Bob Anderson, Senior Trade Advisor
 Snohomish County

Connie Bacon, Commissioner
 Port of Tacoma

Hal Beals, VP, Commercial Banking,
 Wells Fargo Bank

Jim Compton, Councilmember
 Seattle City Council

David Della, Councilmember
 Seattle City Council

M.R. Dinsmore, CEO
 Port of Seattle

Jan Drago, Council President
 Seattle City Council

Kris Engskov, Director of Public Policy,
 Starbucks Coffee Company

Frank Finneran, CEO,
 Frank Finneran and Company

Larry Gossett, Councilmember
 Metropolitan King County Council

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for our colleges and universities.

The Trade Alliance's last mission to Japan was in 1999. Despite slower economic growth in recent years, the sheer size of the Japanese economy and importance of Japan to Washington State as our number one trading partner make this an appropriate market for a return visit. Current conditions in Japan present considerable business opportunities for US companies. Moreover, this year's mission will reaffirm our relationships in a country where personal contacts are important.

Whereas the 1999 mission included cities in central Japan, the 2004 mission will focus on Fukuoka, Kitakyushu, Osaka, Kobe, Nagoya, and Tokyo.

Fukuoka

Fukuoka has been named three times as the best city in Asia by *Asiaweek* magazine. Fukuoka has a growing high tech and research sector that corresponds to our region. The Kyushu Region, where Fukuoka and Kitakyushu are located, is Japan's third-largest market with a population of 15 million and an economy equivalent in scale to that of the Netherlands or South Korea. Fukuoka is positioned as Japan's "Gateway to Asia" and is less than 125 miles from Busan, Korea. The City of Fukuoka has a full-time representative in Seattle and has offered full support to a delegation visiting from Greater Seattle. The Trade Alliance has long-standing ties to the

Mayor of Fukuoka, who visited Seattle in 2000 and sent a business delegation here in 2002.

Kitakyushu is home to eight universities and institutes of higher education. It was appointed as one of the first Foreign Access Zones in 1993 to promote imports. The Port of Kitakyushu, supported by extensive Asian trade routes, ranks sixth in Japan in terms of its container handling volume. Tacoma and Kitakyushu will mark the 45th anniversary of their sister city relationship, and the Port of Tacoma and Port of Kitakyushu will mark their 20th anniversary.

Osaka

Osaka is Japan's second largest city with a population of 2.6 million, and a daytime population that grows to 3.6 million as the business hub of the Kansai Region. The Kansai Region has a population of over 20 million and a USD\$630 billion economy. High-tech, biotech, and manufacturing are key industries here. Compared with Tokyo, Osaka's considerably lower operating costs are an added benefit for companies located in this region.

Kobe

Kobe maintains its traditions as a strong port city, accommodating as many as 200 ships at once. It is also looking to the future, with millions of dollars being invested to develop Kobe as a major biotechnology center. There are active sister relationships between Seattle-Kobe, Port of Seattle-Port of Kobe, and Washington State-Hyogo Prefecture. Kobe and Hyogo both have full-time representatives in Seattle, and have

"Given Japan's past economic difficulties and the fixation U.S. business has had with the promise of the China market, too many have, unfortunately, written off Japan. But, a new Japan has emerged, one that addresses the challenges of the 21st Century with creativity and substance, a new Japan whose power and influence is culturally broader and economically more focused. The new Japan is, more than ever, open to new ideas and new ventures, and the opportunities for U.S. businesses are greater than they have ever been in the past."

**--Jeff Demetrescu, President
Japan-American Society of the State of
Washington**

sent numerous government and business delegations to Seattle.

Nagoya

Nagoya is a key partner of Boeing Commercial Airplanes, supplying parts that are shipped through the Port of Everett. Nagoya is Japan's industrial heartland and is responsible for one percent of the world's total industrial output. The region is home to the nation's leading manufacturing industries such as electronics and automobiles, such as Toyota. This would be a follow-up visit to the Trade Alliance's 1999 business mission.

Tokyo

Tokyo remains the center of business and decision-making in Japan. The Microsoft Chofu Technology Center is located in the Tokyo region. There is a Washington State Representative Office in Tokyo. Concluding the mission in Tokyo will allow individuals to stay longer for their own meetings in Tokyo as needed.

The mission will include business briefings, networking events, and company visits to enable delegation members to examine the current business climate as well as connect with Japanese counterparts. Business representatives, as well as education, port, and government officials from the Greater Seattle region will have the opportunity to reaffirm existing relationships, establish new contacts, and facilitate closer commercial ties with Japan. Whether you have done business in Japan before or are exploring a new market, this mission is a great opportunity to raise your company's visibility in key cities in Japan. Please join us and you will see what makes Japan our largest trading partner and export market.

To receive updates on the mission, including finalized dates, program, and cost as they become available, please contact Lili Hein at 206-389-7227 or by email at lilih@seattlechamber.com.

More Board Members

Continued from page 3

Paul Griffin, Financial Secretary
Amalgamated Transit Union Local #587
Douglas Kemper, VP, International Banking
Washington Mutual Bank
Steve Leahy, President & CEO
Greater Seattle Chamber of Commerce
Michael Mann, Director of Council Relations
City of Seattle
Lawrence Molloy, Commissioner
Port of Seattle
J. Shan Mullin, Partner
Perkins Coie
Gary Nelson, Vice Chair
Snohomish County Council
Greg Nickels, Mayor
City of Seattle
George Northcroft, Dp. Ch. of Staff., Bus. Affairs
Metropolitan King County Government
Mark Olson, Councilmember
Everett City Council
Keith Orton, Chief Intl. Specialist
City of Seattle
Julia Patterson, Councilmember
Metropolitan King County Council
Aaron Reardon, Executive
Snohomish County
David Reese, Dir. Field & Intl. Gov. Relations
The Boeing Company
Andrea Riniker, Executive Director
Port of Tacoma
Paul Rollins, Sr. VP, Intl. Commercial Banking
Bank of America
Ron Savage
Stanley D. Savage, President & CEO
The Commerce Bank
Ron Sims, Executive
King County
Ray Stephanson, Mayor
City of Everett
Thomas Taylor, Sr. VP, Intl. Division
US Bank
Pete von Reichbauer, Councilmember,
Metropolitan King County Council

New members of the Trade Alliance

Associates in Cultural Exchange (ACE) is a non-profit organization specializing in intensive English language instruction. Headquartered in Seattle since its establishment 30 years ago, ACE helps tens of thousands of students from around the world achieve their dreams at ACE's Language Institutes.

Brown & Caldwell is a full-service environmental engineering firm designing and implementing customized solutions to environmental problems for more than 55 years. They deliver client success by understanding your environment, delivering long-term savings and adding value through innovation.

North America Industrial Investment Co. Ltd. Investment financing and business consulting, acquisitions and mergers in the environmental energy and utility industries.

Coastal Environmental Systems, Inc. manufactures and installs extensive lines of professional-grade weather stations and remote data acquisition systems. Among the many Coastal customers are the U.S. Navy, U.S. Air Force, National Weather Service, FAA, NATO, NASA, EPA, NOAA, U.S. Coast Guard, 3M, Motorola, and many notable international customers.

Seattle-Chongqing Sister City Association is a nonprofit citizens' organization established in 1983 and officially endorsed by the City of Seattle. Seattle and Chongqing enjoy an active, vibrant relationship with exchange programs in education, arts and culture, science and technology, business, and government.

For more information, or to establish your company's membership, contact Kris Lande, (206) 389-7319, kristinel@seattlechamber.com

MEMBER

The Trade Alliance welcomes companies to join our membership. Nearly 100 members. For an annual fee of

- * be included in our data bank according to your specific geographic and business interests.
- * be informed about international business visitors and opportunities to participate in outbound trade missions to targeted international markets via our "matchmaker" program.
- * receive reduced rates for Trade Alliance programs and marketing materials.
- * be featured on the Seattle Business Directory and Business Trip Guide on the Trade Alliance's web site.

Thank you to our current members

APCO Worldwide, Inc.
Asia Pacific Travel
Attachmate Corporation
Bank of America
Benaroya Research Institute at
Virginia Mason
The Boeing Company
The Commerce Bank
Davis Wright Tremaine L.L.P.
Denny Miller Associates
Fred Hutchinson Cancer
Research Center
Hidden Heritage of Fiji & Hidden Heritage
Dollars for Scholars
Invest Northern Ireland (Invest NI)
Kobe Trade Information Office
Lane Powell Spears Lubersky LLP
Microsoft Corporation
Miller Nash LLP

ERSHIP

Companies and organizations
by 200 firms are currently
\$150 your company will:

- * be asked to serve on ad hoc committees concerning Trade Alliance policy and planning;
- * receive our quarterly newsletter and other regular mailings.
- * receive free and automatic linkage from our Internet site to yours.

For more information, or to establish your company's membership, contact Kris Lande, (206) 389-7319, neepapornb@seattlechamber.com

Current patron members!

Neuvant Aerospace Corporation
Perkins Coie
Philips Medical Systems
 Ultrasound
PraterWrites
Preston Gates & Ellis LLP
Regal Financial Bank
Rowley Enterprises, Inc.
Sheraton Seattle Hotel
 & Towers
Starbucks Coffee Company
US Bank
Waggener Edstrom
Washington First International
 Bank
Washington Mutual, Inc.
Wells Fargo HSBC Trade Bank
Westin Hotel
William Kastner & Gibbs PLLC

More new members of the Trade Alliance

Safeworks, LLC was formed in 1997 to bring together related companies that provide safe, total access solutions to a wide variety of construction related markets. Their customers include building owners, contractors and equipment fleet operators responsible for infrastructure repair and maintenance of existing structures in the new construction marketplace.

The Trade Alliance thanks the following who have renewed their memberships since October

5+ Years with the Trade Alliance

Certech International, Inc.
Everett Area Chamber of Commerce
Fedex Trade Networks
Global Business Center, UW Business School
Golden Bridge International
Highline Community College
Ivar's Acres of Clams
Madison - A Renaissance Hotel
Preston Gates & Ellis LLP
Sheraton Seattle Hotel & Towers
State of Washington Department of Community, Trade and Economic Development
Wells Fargo HSBC Trade Bank
Weyerhaeuser Company

1 - 4 Years with the Trade Alliance

Benaroya Research Institute at Virginia Mason
Green River Community College
Invest Northern Ireland
Miller Nash LLP
Nike Corporation
Port of Bremerton

Bridge Building Continues

Mayor of Barcelona Leads 40-member Business Delegation to Greater Seattle

In December 2003, the Barcelona Chamber of Commerce launched a new program with its “Business Bridge Barcelona Seattle.” The mission was the first of its kind for Barcelona as it combined an institutional component with commercial interests with the idea that it is crucial for economic and institutional representatives to coordinate their work toward internationalization.

The Barcelona Chamber selected Seattle after the Greater Seattle Chamber of Commerce and Trade Alliance’s jointly organized and highly successful 2002 International Study Mission to Barcelona. The Barcelona Chamber of Commerce does one mission a year and chose Seattle to reciprocate the study mission. With goals of creating and developing business relationships between Seattle and Barcelona and learning about economic opportunities and analyzing competitive factors in the Greater Seattle region, the 57-member delegation spent five days in Greater Seattle. The mission’s program was modeled after that of the International Study Mission series.

Beginning with a common agenda, the delegation, led by Barcelona Mayor Joan Clos and President of the Barcelona Chamber of Commerce Miquel Valls, toured both Tacoma and Seattle seeing the Washington History Museum, Experience Music Project and several Seattle neighborhoods; visited Microsoft; toured Boeing and went to a coffee tasting at Starbucks. Delegates from the 2002 International Study Mission rejoined their Barcelona counterparts at a dinner held at a local restaurant and witnessed the signing of a Memorandum of Understanding by Seattle’s Mayor Greg Nickels and Barcelona’s Mayor Joan Clos. The Memorandum specifically addresses activity in biotechnology, electronics, software/multimedia, aerospace, education and environmental services.

In Tacoma, Mayor Bill Baarsma led the

delegation on a tour of the city’s museum row and of the recent waterfront redevelopment, an issue of particular interest to the delegation since Barcelona is working to redevelop its waterfront.

The Trade Alliance hosted a breakfast briefing with the delegation for the Greater Seattle business community, which was followed by a



**Delegation poses in front of
Seattle Skyline**

medical/biomedical briefing on Greater Seattle’s flourishing community. The last two and a half days were devoted to one-to-one company/individual meetings for the 20 for-profit companies, eight governmental and non-governmental organizations, and six journalistic organizations. Cooperating businesses from Greater Seattle included University of Washington Business School, Swedish Medical Center, Port of Seattle and Neuvant, amongst others.

Reports from the mission have been extremely enthusiastic and “Business Bridge Barcelona Seattle” has already proved how successful such connections can be. One example is the Boeing Company’s invitation to Serra Aeronautics to attend the December revelation of the 7E7 as well as the possibility of Serra’s technology to be used in the wing assembly. In the coming months, we expect to see more follow-up and more business connections.

Best Cities in Europe

Where Does Greater Seattle Region Rank?

“We need a good business climate” goes the mantra. But what is it that companies look for when examining good locales for businesses? To gain perspective perhaps it would be good to take a quick little trip to Europe. We’ll go first class with lots of legroom and a nice meal. So stretch out your legs and take a bite out of your lunch as we look at what criteria European executives consider important when choosing a location for business.

During the 2002 International Study Mission to Barcelona, the delegation learned that Barcelona was one of the top cities in Europe to locate a business according to a survey by Healey and Baker. Since 1990, Healey & Baker has conducted a survey of more than 500 European company executives on issues the companies regard as important in deciding where to locate. Barcelona has rocketed up the list in the last decade moving all the way to number six. The top ten are:

- | | |
|--------------|--------------|
| 1. London | 6. Barcelona |
| 2. Paris | 7. Madrid |
| 3. Frankfurt | 8. Berlin |
| 4. Brussels | 9. Milan |
| 5. Amsterdam | 10. Munich |

Source: Healey & Baker
European Cities Monitor 2003

So what factors did business execs consider “absolutely essential” in deciding where to locate a business? Number one was easy access to markets, customers or clients followed close behind by availability of qualified staff. Although quality of life for employees was lower down on the list it still was considered “absolutely essential.” (see box top right)

In looking at the list it’s interesting to think about where Puget Sound would rank when those criteria are used. Undoubtedly we would be ranked in some categories far higher than others.

The top factors for where to locate a business followed by the percentage of executives who chose the factor are:

1. Easy access to markets, customers or clients--58%
2. Availability of qualified staff--57%
3. Transport links with other cities & internationally--56%
4. The quality of telecommunications--49%
5. Cost of staff--35%
6. Business climate created by government--33%
7. Value for money of office space--31%
8. Availability of office space--26%
9. Ease of traveling within city--24%
10. Languages spoken--24%
11. Quality of life for employees--15%
12. Freedom from pollution--14%

Source: Healey & Baker
European Cities Monitor 2003

What may be of most interest is are we trying to improve ourselves in these categories?

Interestingly, Barcelona, which has moved up so quickly and high in the rankings, is seen as the city doing the most to improve itself by the business executives of Europe.

The European business executives were also asked to think outside of the box, or at least outside of Europe, when they were asked “outside Europe, where your company is not currently represented, where do you think you will expand in five years time?” Not surprisingly a city in the booming country of China— Beijing—was listed most often.

Munich, the destination for our 2004 International Study Mission, is ranked tenth in the survey of European cities. Among the reasons it is ranked high is because of its transportation system—in fact, transportation will be one of the key issues study mission delegates will study while in Munich next spring.

Company Profile: Attachmate Corporation

A Patron Member of the Trade Alliance

About Attachmate Corporation

Attachmate Corporation, founded in 1982 by Frank W. Pritt, is a privately held worldwide supplier of host-data and business-logic access and management solutions for enterprise customers. For two decades, Attachmate and enterprise information access have been synonymous.

Attachmate's award-winning solutions help empower 80 percent of the Fortune 500 and Global 2000 enterprises to leverage existing legacy assets to serve new business initiatives. Attachmate's focus is to provide an immediate return on the essential business data and logic that resides on mainframe systems.

Products and Services

Attachmate products provide flexible, open platform access to enterprise data – addressing immediate integration brokering needs while

Attachmate's award-winning solutions help empower 80 percent of the Fortune 500 and Global 2000 enterprises to leverage existing legacy assets to serve new business initiatives.

laying a foundation that supports future change across the enterprise. Its products eliminate last-mile connectivity barriers to legacy assets; extracting data and logic for automatic generation into XML documents, JavaBeans, Microsoft® interfaces and others.

Connector services are provided for simple, programmatic integration of Web-to-host applications and Web services. Restructuring services allow legacy data to be completely integrated into business processes. This provides

users with critical legacy data and simplifies workflow.

Emulation services for desktop-to-host and Web-to-host technology continue to evolve and provide a vital link to information residing in



applications and databases on IBM® mainframes, AS/400®, VAX®/UNIX®, Unisys® and Tandem® systems, plus Internet platforms – with centralized management for reducing total cost of ownership.

Consulting services focuses on ways to help customers protect, access, and make strategic use of host data for immediate use, networking, security, and Web services.

Technology

Host applications are still at the core of most enterprises. As the need to provide more information to more users increases, organizations must provide access to host information and applications without compromising these systems. Attachmate takes advantage of the latest technology environments (including Microsoft Windows® XP and Windows 2000) as well as flexible open, accepted Internet standards. Customers can choose the architecture and environment appropriate for their needs, knowing Attachmate® technology delivers seamless integration within virtually any environment. Attachmate technology transforms legacy information into business advantage.

For more information, check out Attachmate Corporation's web site at www.attachmate.com

Greater Seattle International News

WTC Honors International Trade Leaders

At January's 11th Annual Global Awards Dinner, the World Trade Center Tacoma (WTCT) honored local businesses that have enhanced the region's reputation in the arena of international trade. Each year, WTCT presents two awards: The Globe Award and the Marco Polo Award. The Globe Award is given to a company that is a role model in helping to build the community's international trade status. This year's Globe Award recipient was **Flex-a-Lite**, a global leader in cooling product technology. The Marco Polo Award recipient was **PC Professionals, Inc.**, a developer/distributor of sophisticated image enhancement and management products designed for the forensic industry. At the awards ceremony, the Tacoma-Pierce County Chamber presented the 16th annual George Francis Train International Business Commemorative. The commemorative went to **Roman Meal Company**, internationally acclaimed baker of bread products.

Totoro Coming to the Children's Museum

Totoro, a cartoon character close to every Japanese child's heart, will soon say hello to the children of Greater Seattle. The Children's Museum in Seattle will host a new exhibit *Jump to Japan: Discovering Culture Through Popular Art* which will bring Japanese culture to the region through popular art. Totoro will be featured along with many other animation and manga (comic) characters. Art forms such as animation and filmmaking, manga, woodblock prints and scroll painting will help to bring Japanese culture to visitors through displays and hands-on exhibits. The Jump to Japan exhibit is part of the Association of Children's Museums and The Freeman Foundation's \$7 million Asian Exhibit Initiative.

UW Part of \$70M Nanoscience Network

The University of Washington (UW) is one of 13 major research universities teaming up under a \$70 million federal grant to form the world's largest network dedicated to Nanoscience, the study of matter at the molecular level. Of that sum, about \$5 million will go to the UW. The National Nanotechnology Infrastructure Network, or NNIN, will be an integrated nationwide system that will support research and education in nanoscale science, engineering and technology. Among the other members of the network are Cornell, the Georgia Institute of Technology, Harvard University and Howard University. Each site involved in the NNIN will have a specific task that complements the rest of the network. UW's role will be to explore and build the interface between nanoscience and biomedicine.

More to Fight Malaria

Greater Seattle's Bill and Melinda Gates Foundation, the largest foundation in the world, has taken a leading role in the fight against malaria around the world. The Foundation has many local allies in the battle; of the nearly \$300 million the foundation has dedicated to this cause, more than \$160 million has gone to local research and international health organizations. The Foundation recently awarded a \$10 million grant to Seattle Biomedical Research Institute--a non-profit organization dedicated to tropical disease studies--to further expand its work aimed at identifying promising targets for a malaria vaccine. The vaccine will be aimed initially at protecting pregnant women from the parasitic infection. "This grant will allow us to take this project to the next phase," said **Dr. Patrick Duffy**, lead investigator for the malaria studies at Seattle Biomedical. Malaria kills from 1 million to 3 million people in developing countries each year.



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The Trade Development Alliance of Greater Seattle is a partnership of the **City of Seattle, Port of Seattle, Port of Tacoma, City of Everett, Metropolitan King County Government, Snohomish County, organized labor** and the **Greater Seattle Chamber of Commerce**. The Trade Alliance is dedicated to promoting this region as one of North America's premier international gateways and commercial centers. Through cooperative efforts, this coalition of public and private-sector organizations will enlist its members' unique and diverse resources to accomplish this goal.

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